

Manitoba Calling

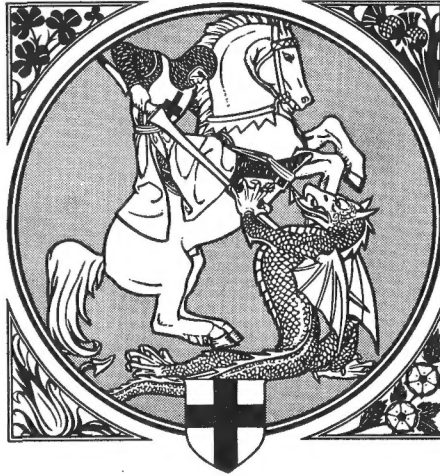


VOL. VI. — NO. 4

APRIL — 1942

RADIO BRANCH CKY-CKX

MANITOBA TELEPHONE SYSTEM



This England never did, nor never shall,
Lie at the proud foot of a conqueror,
But when it first did help to wound itself.
Now these her princes are come home again,
Come the three corners of the world in arms,
And we shall shock them: nought shall make us rue,
If England to itself do rest but true.

Shakespeare's "King John" - Act 5, Scene 7



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5c Winnipeg.

April, 1942.
12 Issues, 60c.
Post Free.

'tis Spring!

The month of April ushers in the glorious new season of Spring, when all nature comes to life after its winter sleep.

In the early years of broadcasting the coming of the spring and summer seasons meant the laying-away of radio receivers, as climatic conditions made reception unfavorable. Now, however, radio science has triumphed over the elements to make radio reception favorable in all seasons.

This, together with the extended use of receivers in cars and summer cottages, has resulted in year-round broadcasting of the finest of radio talent. The war news via radio, too, has become such an important part of our daily listening that there can be no lessening in the effort radio is making to keep listeners informed on the latest developments.

With the adoption of international daylight saving time earlier in the season radio schedules will remain very much the same as at present, to provide listeners with a diversified schedule of news, educational and entertainment features.



Imperial Oil

Announcer Foster Hewitt in action from the 27 inch wide gondola, suspended from the rafters of the Maple Leaf Gardens. With him is son Billy, 14 years old, who two years ago broadcast a portion of the game, and shared Dad's fan mail.

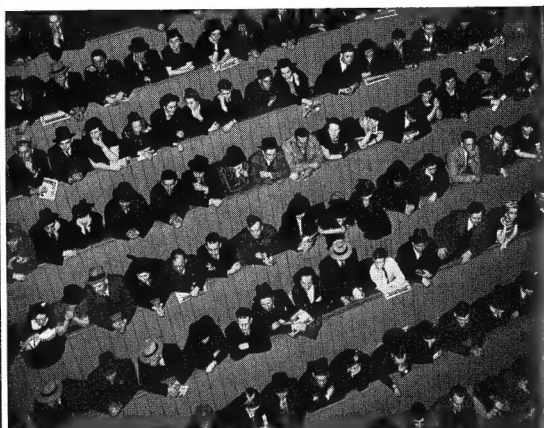


Court Benson, Network announcer, and Elmer Ferguson, of the Hot Stove League, watch and listen to the game to gather material for between-period commentaries.

The Hot Stove League — left to right—Court Benson, Wes. McKnight, Elmer Ferguson and Bobby Hewitson. They broadcast from a cramped, slant-roofed room under the stands.



A section of the crowd that jams the Maple Leaf Gardens for the Saturday games. This crowd is a very small fraction of the thousands who listen to the broadcasts.



N.H.L. Hockey Broadcasts

"Hello Canada, and good evening hockey fans in the United States and Newfoundland, and a big hello to the boys overseas!"—with these words Foster Hewitt, ace hockey announcer, launches into a rapid-fire description of the Saturday night games from Maple Leaf Gardens, in Toronto. These popular broadcasts, sponsored by Imperial Oil in behalf of Imperial Agents and Dealers throughout Canada have become, through many years on the air, one of the highlights in the broadcast sports calendar. In every community of Canada fans follow, through the all-seeing eyes of Foster Hewitt, every move of the fast-moving players in the N.H.L. Other popular features of the broadcasts are the between-period commentaries by the members of the "Hot Stove League", who deal with questions of particular interest to followers of this great winter sport. Besides being carried by the National Network to all parts of Canada and Newfoundland, the games are recorded and relayed to the troops overseas,—a mighty welcome addition to their listening "over there". The Imperial Oil Hockey Games are broadcast every Saturday night during the winter season at 8.00 p.m. (CBC-CKY-CKX).

THE BBC AT WAR

So long as the war lasts, British broadcasting will continue to bring to the homes of this island people, through the hard days, things of strength and beauty and fun. It will continue to bind together, as only broadcasting can, the members of the British Commonwealth in free and welcome partnership. It will continue to sap the spirit of the enemy, and to quicken the sense of liberty in the oppressed peoples, carrying the voice of truth and sanity and courage across the frontiers.

And when victory is ours, the high task of radio will be to help in building civilization upon more enduring foundations, and to a better and a livelier pattern. Once again, through broadcasting, "Nation shall speak peace unto Nation."

A postscript from "BBC at War"

"PENNY'S DIARY

A new show will make its debut on April 9, when "Penny's Diary" will provide a half-hour of hilarious fun in the Thursday evening schedule. Sponsored by Cashmere Bouquet Soap and Cosmetics, "Penny's Diary" tells the amusing story of the private life of sixteen-year-old Penny Matthews,—heroine, problem-child and general mischief maker. "Penny's Diary" will be heard Thursdays, commencing April 9, at 9.00 p.m. (CKY-CKX).



Our Cover

The demure little lady on our cover is real, and yes, so are the "bunnies"! Our cover subject portrays the joy of the Easter Season, heralding as it does the arrival of Spring.

We take this opportunity, on behalf of our little "Easter lady" and all at CKY and CKX, to wish you a Joyous Easter!



Falconry . . . "The Sport of Kings"

By L. T. S. NORRIS-ELYE, B.A. (Cantab.)
(Director, The Manitoba Museum, Winnipeg.)



A Hawking Party in Elizabethan England

A correspondent in Minneapolis has recently written to me making an unusual request. He asks me to help him to obtain a live goshawk and a live gyrfalcon; he stated that he wished to take up the sport of falconry. I have put him into touch with a few people who may be able to secure a goshawk, but I have no hope of getting him a gyrfalcon, as they are rare in the far North and exceedingly seldom reported in our latitudes.

Before the present war, falconry was increasing in England and has become more popular in the United States during recent years. This correspondence has prompted me to write a few notes on falconry as I have seen it practised in England more or less after the style of the middle ages.

For a long time fire-arms were useless for shooting birds in flight, but they could be shot on the ground if the birds co-operated enough by remaining still. To get sufficient quantities of birds it was necessary to capture them, gener-

ally with snares and nets, which even in those days was hardly looked upon as a sport. Ducks were taken in vast numbers by means of decoy ponds to supply the market; of these ponds there were two kinds, one for surface-feeding ducks and the other for diving ducks.

For many centuries men and women of means and leisure have indulged in falconry as a sport and as a pleasant way of adding to their fare. Through the centuries this sport has acquired an extensive vocabulary of technical terms, many of which still survive. These people maintained keepers or falconers to attend to their falcons and hawks and to accompany them into the field.

Types of Birds

The kinds of falcons and hawks employed were largely confined to three species — gyrfalcon, peregrine falcon ("duck hawk") and goshawk. The gyrfalcon was much the most highly prized as it was, even then, very rare, and larger and stronger than a peregrine and so could attack larger game; so rare

was it that at one time in France it was illegal for anyone but royalty to possess one; no more welcome gift to a king could be made. The peregrine has tremendous courage and strength for its size and it was this species that was normally employed for taking birds in flight. The falcons may be identified easily by a sort of notch (known as a tooth) on the beak, and in flight by the long, sharp-pointed wings and the tail normally almost closed in flight; furthermore, they rarely sail but flap sharply all the time. The action is similar to that of the mourning dove. The goshawk is not a falcon but a true hawk and, like all accipiters, shorter and broader winged and sails intermittently between the spurts of sharp wing-strokes. It is a true hawk, has no notch on the beak and is about the same length as a gyrfalcon (22 inches). It is unsuitable for taking birds in flight but is excellent for ground game such as hares and rabbits. The peregrine is but 18 inches long or thereabouts.

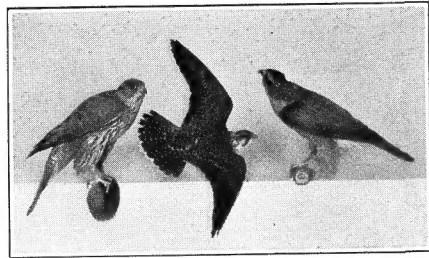
Method of Attack

The trained falcons are not supposed to seize their prey in the air but to strike with the half-closed fist a blow on the head, neck or back of the quarry, let it fall and then settle on the dead bird on the ground. If a falcon takes to seizing, it is generally disposed of. The goshawk not only seizes its prey but holds on with a death-dealing grip; after seizing a hare, both animals may roll over and over for a distance; these hawks are marvellously expert at flying low through thick woods during pursuit without touching a twig. They will also walk into a bush after a bird that has taken refuge there.

In olden days the owner and his falconer had to wear leather gauntlets for protection from the talons (claws); on the falcon's leg was a short leash of leather to which was attached a jess (a longer leather lead) to prevent flight. This jess was slipped from the leash when the falcon was "cast off" for pursuit. The falcons wore leather hoods covering the eyes and head and colored plumes were usually worn on the top of the hood for ornament. When game was expected, the falconer handed the falcon to the owner who removed the hood and

held the jess. At other times the hood was worn to prevent attempted flight after unwanted game. Sometimes the falcon was cast off and allowed to "stand" (hover or circle over birds on the ground) until someone flushed the game into the air. Very often the party was mounted on horseback to cover more ground and facilitate the following and recovery of the falcon. The falconer would accompany the party with falcons perched on the tray (wooden perches).

I will describe a typical meeting I have attended in England. Our friend wrote us that he would have a meet on . . . heath at 10 a.m. on Saturday and invited any of us who cared to attend. We drove over in good time and found a party of about twenty people waiting on the open heath which had few trees. Very shortly our host arrived in a dog-cart sharp on time, followed by a cart with wicker baskets, some containing falcons and some with blue rock pigeons which are noted for their great speed.



Gyrfalcon, Peregrine Falcon and Goshawk

With the party was the falconer dressed in a long black velvet coat and velvet cap. He immediately donned his tray and perched five falcons all hooded with jesses attached. The tray is worn at waist level and is like a picture frame supported by braces over the shoulders; the falcons have no difficulty in balancing when the falconer walks. There is also a lure-man mounted on an enormous white horse carrying a whistle and a lure of meat attached to a cord with a tassel at the end.

One pigeon is taken from the basket and released. Not knowing where it is, it mounts higher and higher in ever in-

(Continued on page 14)

CKY . . . Then . . .



Curtain-draped Studio of Yesteryear—Sherbrooke St.

Friday, March 13, 1942, marked the 19th anniversary of Radio Station CKY, and while there was no actual observation of the occasion, it did bring to mind the great changes those years have brought about. On that March 13, in the year 1923, in a special broadcast ceremony, Premier John Bracken declared the Studios of CKY officially opened. Experimental broadcasting had been carried on intermittently during the previous year, but March of 1923 is looked upon as the "birthday" of CKY.

Let's look back to broadcasting as it was in those days—not so many years ago, actually, but in terms of radio long enough to bring about great changes in broadcast methods and procedure. From our records, and from personnel engaged in CKY at that time and who are active members in its present set-up we have been able to reconstruct something of the trials and troubles that beset the pioneer radio-men. Studios were usually "borrowed" space in a large office, a single room that housed the control panel, transmitter and studio. This room was invariably draped with heavy folds of curtain material, this to kill the reverberation in the room. The announcer on duty was constantly on the lookout for broadcast material, inviting those with sufficient courage and talent to donate their services in making up a programme. As compared to the smooth-running, precision-planned programmes of to-day, the early days must have called out the ingenuity of the announcer,

. . and . . Now

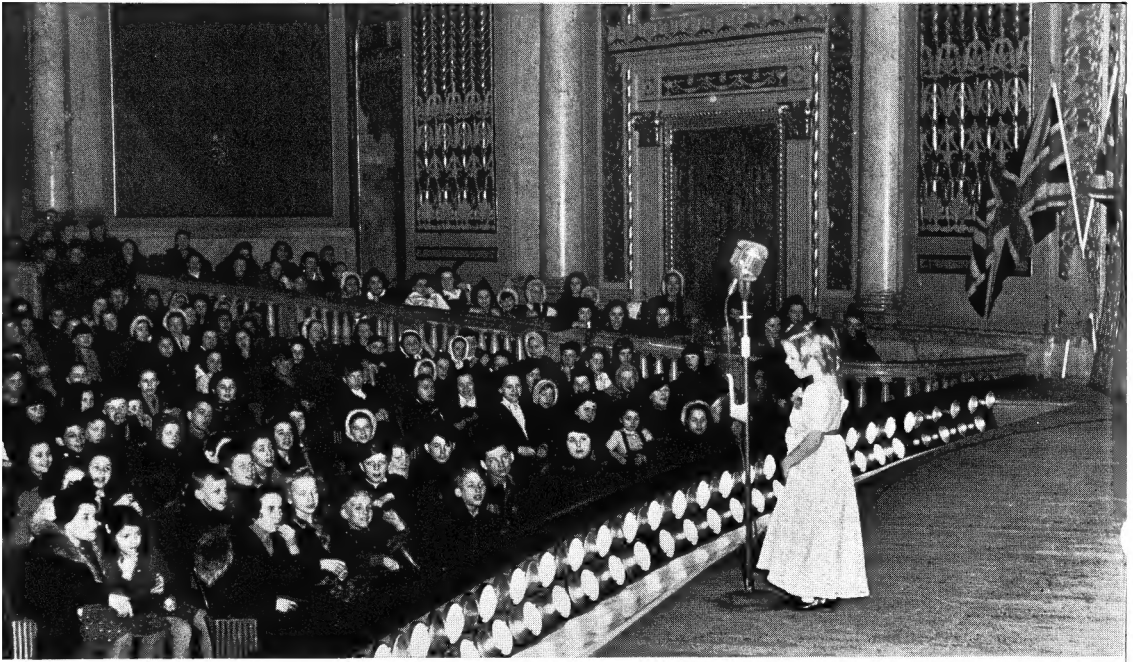
and no doubt there were times when he must have wondered WHY he had ever let himself in for the radio profession! With the passing years radio science was constantly introducing new equipment and new techniques to improve both the scope and quality of broadcast programmes, and CKY, keeping abreast of these latest developments, grew with the years from its original 500 watt, curtain-draped Studio to its present power of 15,000 watts, with five studios and offices occupying the third floor of the Telephone Building. It will be noted that acoustical wall treatment has replaced the drapes of the early studios,—these walls treated in different finishes serve to reproduce the true tones of the programmes and voices as they leave the studio. Separated control-rooms and main master control make possible constant supervision of programmes even while on the air, resulting in control of any and all exigencies that may arise.

Listeners back in the '20's were accustomed to hearing an announcement something like this: "Station CKY is now leaving the air at 9:00 p.m.—to return tomorrow evening at 7:00 p.m."

From a schedule of approximately three hours a day 'way back when, the demand for more and more radio entertainment brought about a gradual increase of hours "on the air", leading to CKY's present daily schedule of seventeen hours with continuous programmes from seven a.m. to 12:15 a.m. on week days, and nine a.m. to 12:15 a.m. Sundays.



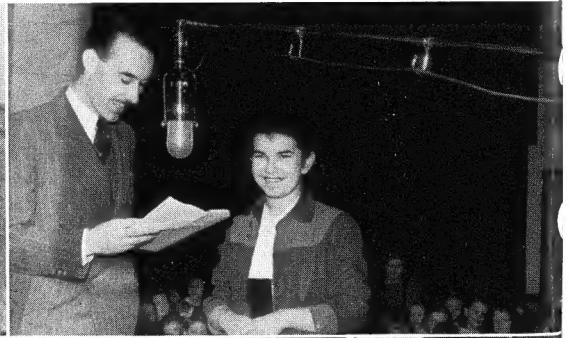
Of Modern Design, CKY Studio 1, Telephone Building



Little Miss Gloria Jean Dalli delights the audience with a song.

EATON GOOD DEED RADIO CLUB

Good Deed members arriving at CKY for the broadcast.—Wilf Davidson awards the wrist watch to Good Deeder Gloria Zenith.—Operator George Ritchie operates CKY equipment backstage.—Mr. Norman Code, stage-manager of the Capitol Theatre.



Completing its third successful season on the air, the Eaton Good Deed Club has a record it can well be proud of. The basic idea of the Club is that each member will do good deeds. On each Saturday morning broadcast an award of a wrist watch is made to the boy or girl performing the outstanding good deed of the week, as reported in letters sent in to the Club. Since the Club was formed 75 such awards have been made. A gold star pin is presented to every member contributing talent to the broadcasts, and these number over 460 since the inception of the Club.

Talent for the weekly broadcasts is taken from the membership, chosen from auditions held each Tuesday. Good Deed members have contributed talent for a total of 78 broadcasts to date, and many letters testify to the popularity of these young entertainers. The experience gained from taking part in these programmes is invaluable.

Eagerly looked forward to each year are the Theatre Parties, where members are treated to a programme, movies and the regular Saturday broadcast from the stage of the theatre. To accommodate the membership, ten of these parties have been held to date.

During its three years of operation the Eaton Good Deed Club has enrolled more than 18,000 members. Membership is confined to Winnipeg boys and girls of school age—five to fifteen years.

Miss Lenore Vassie, secretary of the Club, supervises the routine operations. Working with her to make the Club the success it is are Mr. and Mrs. J. Roberto Wood, who audition and coach the young artists and who, respectively, direct the boys' and girls' choirs which take part in every broadcast. Miss Ruth Gordon is accompanist for the choirs and soloists, and Announcer Wilf. Davidson is master of ceremonies on the programmes. Programme Director Herb. Roberts is producer for the Club, his duties being to guide the thirty-talent-packed-minutes on the air each Saturday morning.

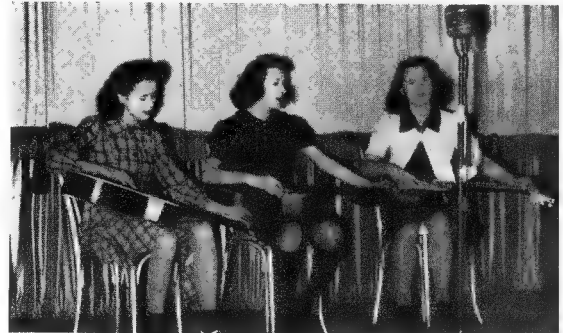
Good Deeders have made a fine record, both in performance of good deeds and in the popular programmes they have contributed each week to an ever-increasing radio audience. The T. Eaton Co. Ltd., sponsors of the Good Deed Radio Club, may well be proud of the fine contribution they have made in the realm of radio entertainment.



Above, left to right, Mrs. and Mr. J. Roberto Wood, Miss Lenore Vassie, Wilf. Davidson and R. H. Roberts.

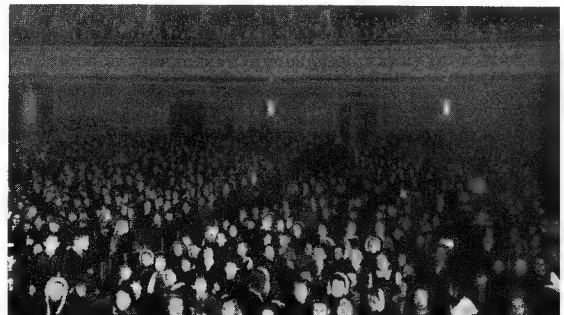


Mr. Wood directs the boys' choir during a Saturday morning Good Deed broadcast from CKY Studio 1.



A yodelling trio performing from the stage of the Capitol Theatre during a recent Theatre Party broadcast.

Below—A section of the Good Deed Club audience at the Capitol.





"Manitoba



Calling"



ERIC DAVIES



Pictured above is Eric Davies, Programme Director of Radio Station CKX, Brandon. Eric joined CKX in 1934, and was transferred to the staff of CKY, Winnipeg, in March, 1938. He returned to CKX in September, 1940, to assume his new position. While his present duties concern "behind-the-scenes" broadcasting, his voice, familiar to CKY and CKX listeners, is still heard on such programmes as the "B-A Band Wagon", "Dollars for Scholars", and news broadcasts.

CKX Brochure

In conjunction with the opening of the new CKX Studios in Brandon, an illustrated brochure — 'CKX AND YOUR EASY CHAIR' — has been published and is now ready for distribution.

The brochure gives a picture-story of the Studios, personnel and general broadcast activity connected with CKX. Copies of 'CKX AND YOUR EASY CHAIR' may be had, free of charge, upon request to Radio Station CKX, Brandon.

CKX HIGHLIGHTS

Numerous programmes not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

- 7.30—Sunrise Serenade.
- 9.00—Morning Bulletin Board.
- 10.00—News Commentary.

SUNDAY

- 11.00—BBC News—CBC.
- 11.15—Between Ourselves—CBC.
- 11.30—Greetings from Beaver Club—CBC.
- 12.00—Hello Children—CBC.
- 12.15—Just Mary—CBC.
- 5.45—Voices of Yesterday.
- 7.00—Charlie McCarthy—CBC.

MONDAY

- 8.00—On the Farm Front.
- 9.30—Jean Hinds—CBC.
- 10.15—In the Woman's World.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 6.00—Circle Bell Ranch.
- 6.45—The Treat's on Us.
- 7.00—Dollars for Scholars.

TUESDAY

- 7.40—Feed Talk.
- 8.00—War Stamp Programme.
- 9.30—Jean Hinds—CBC.
- 11.30—Prairie Schools Broadcast—CBC.
- 6.30—Hoe-Down by Ogden.
- 6.45—Albert Johnson's Hawaiians.
- 9.30—Milk for Britain Programme.

WEDNESDAY

- 8.00—On the Farm Front.
- 9.30—Jean Hinds—CBC.
- 6.00—Circle Bell Ranch.
- 6.30—Gospel Half-hour.

THURSDAY

- 8.00—War Stamp Programme.
- 9.30—Jean Hinds—CBC.
- 7.00—Flying for Freedom.

FRIDAY

- 7.40—Feed Talk.
- 8.00—On the Farm Front.
- 9.30—Jean Hinds—CBC.
- 11.30—Prairie Schools Broadcast—CBC.
- 6.00—Circle Bell Ranch.
- 6.30—Hoe-Down by Ogden.
- 7.30—B-A Bandwagon.
- 11.00—Albert Johnson's Hawaiians.

SATURDAY

- 9.30—Radio Train.
- 11.30—Children's Scrapbook—CBC.
- 12.00—CKX Week-end Party.
- 5.00—Khaki Scrapbook—CBC.

Personalities and Events Around CKY

Home on leave recently and a welcome visitor to CKY was Pilot Officer Calvin Peppler, R.C.A.F., formerly with the Public Relations Dept. of CKY.



Mrs. R. M. Cowan of Transcona accepts a cheque for one hundred dollars from Mr. P. J. Banniger, of the Procter and Gamble Co. Mrs. Cowan was a winner in the P. & G. Oxydol contest. Announcer Guy Gislason (left) stands by.



That look of intense concentration can mean but one thing, the boys are figuring-out their income tax! They are, left to right, back row, Tom Benson, Harry O'Donnell, Guy Gislason, Wilf Davidson. In front are George Robertson (left) and Maurice Burchell.



Employees of The Imperial Tobacco Co. gathered in CKY Studio 2 to listen to a preview of "Flying for Freedom", the new Monday night programme sponsored by Imperial Tobacco Co., dealing with exploits of the R.A.F. and R.C.A.F.





"Manitoba Calling"



CKY PROGRAMMES

Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Daylight.

SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Neighbourly News—CBC.
- 11.00—Church Service.
- 12.25—News.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Orch.—CBC.
- 3.30—Church of the Air—CBC.
- 4.30—The Tea Musicales—CBC—Lipton Tea.
- 5.30—Behind the Headlines.
- 5.45—BBC News—CBC.
- 6.00—Jack Benny—CBC—Gen. Foods Corp.
- 6.30—Weekend Review—CBC.
- 7.00—Church Service.
- 8.30—American Album—CBC—Bayer Aspirin
- 10.15—Britain Speaks—CBC.
- 10.30—BBC News Reel—CBC.

MONDAY

- * 7.00—Reveille—News.
- * 7.45—News.
- * 8.00—CBC News—CBC.
- † 8.05—Wake Up and Live—Tom Benson.
- † 9.45—The Bartons—CBC—Oxydol.
- † 10.30—Story of Dr. Susan—CBC—Lux.
- † 10.45—Lucy Linton Stories of Life—Sunlight Soap—CBC.
- * 11.00—BBC News—CBC.
- † 11.15—Big Sister—CBC—Rinso.
- † 11.30—Toby & Susie—Robin Hood Flour Mills
- † 11.45—Singin' Sam—Coca Cola.
- † 12.15—The Happy Gang—CBC—Col-Palm.
- * 12.45—News and Messages.
- † 1.00—Story of Mary Marlin—CBC—Ivory.
- † 1.15—Right to Happiness—CBC—P. & G.
- † 2.00—Life Can Be Beautiful—CBC—Ivory Bar
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 2.45—Road of Life—CBC—Chipso.
- † 4.00—University Lecture.
- † 5.00—Orphan Annie—Quaker Oats Co.
- 5.15—Steve the Painter—G. F. Stephens Co.
- * 5.45—News.
- † 6.00—Amos 'n Andy—Campbell Soup.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham War Stamp Prog.—Bee Hive.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.30—Flying for Freedom—Imperial Tobacco.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.
- 9.00—Concerto Series—CBC.
- 10.00—CBC News—CBC.
- † 10.15—Newbridge—Drama—CBC.
- 10.30—BBC News Reel—CBC.
- 11.30—Britain Speaks—CBC.
- † 11.45—As a Matter of Fact—CBC.
- 12.00—News—Time—Sign Off.

TUESDAY

- 8.30—Steve the Painter—G. F. Stephens Co.
- 9.15—Peggy's Point of View.
- 10.00—Voice of Inspiration—Young Church.
- 1.45—Musical Bouquet—Carnation Milk Co.
- 3.30—Columbia School of the Air—CBC.
- 4.00—University Lecture.
- 4.30—Extra, Extra—Cystex.
- 6.15—Secret Service Scouts—Canada Starch.
- 6.30—On the Trapline—Sydney I. Robinson.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.00—That Brewster Boy—Quaker Oats.
- 7.30—Blended Rhythm—Tucketts—CBC.
- 8.00—John & Judy—CBC—Lamont Corliss.

- 8.30—Fibber McGee & Molly—CBC—S. C. Johnson & Sons.
- 9.00—Treasure Trail—CBC—Wrigley Co.
- 10.30—BBC News Reel—CBC.
- 11.30—Britain Speaks—CBC.

WEDNESDAY

- 9.15—Dollar-a-Minute—Catelli.
- 11.30—Toby & Susie—Robin Hood Flour Mills
- 1.30—Steve the Painter—G. F. Stephens Co.
- 3.00—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham War Stamp Prog.—Bee Hive.
- 6.45—Calling the Fur Trade—Soudack Fur
- 7.30—Tunes for Today—CBC.
- 8.00—Midweek Meditation—CBC.
- 9.00—Brothers in Arms—CBC.
- 9.30—Stag Party—CBC.
- 10.30—BBC News Reel—CBC.

THURSDAY

- 7.30—Steve the Painter—G. F. Stephens Co.
- 9.15—Peggy's Point of View.
- 10.00—Voice of Inspiration—Young Church.
- 1.45—Musical Bouquet—Carnation Milk Co.
- 3.30—Columbia School of the Air—CBC.
- 4.00—University Lecture.
- 6.15—Secret Service Scouts—Canada Starch.
- 6.30—Voices of Yesterday—Public Finance.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.30—The Aldrich Family—General Foods.
- 8.00—Kraft Music Hall—CBC—Kraft Penix
- 9.00—Peggy's Diary—CBC—Cashmere-Bouquet.
- 10.30—BBC News Reel—CBC.
- 11.30—Britain Speaks—CBC.

FRIDAY

- 9.15—Dollar-a-Minute—Catelli.
- 11.30—Toby & Susie—Robin Hood Flour.
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—Keep Fit for Freedom.
- 5.15—Steve the Painter—G. F. Stephens Co.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham War Stamp Prog.—Bee Hive.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.05—At Manning Depot.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—Canadian Theatre of the Air—CBC—Ironized Yeast.
- 9.00—Voices of Victory—CBC—Department of Munitions.
- 10.30—BBC News Reel—CBC.
- 11.00—Northern Messenger—CBC.
- 11.30—Britain Speaks—CBC.

SATURDAY

- 9.00—CBC News—CBC.
- 9.15—Peggy's Point of View.
- 11.15—Prof. V. W. Jackson—Nature Talk.
- 12.15—Letters from Britain—CBC.
- 1.00—Pinto Pete—Dominion Fur Auction.
- 4.00—Gentlemen with Wings—CBC.
- 5.15—CBC News—CBC.
- 6.00—Troop Time—CBC.
- 6.15—NHL Hockey Players—St. Lawrence Starch Co.—CBC.
- 7.05—With the Troops in Britain—CBC.
- 7.30—Share the Wealth—CBC—Col-Palm.
- 8.00—NHL Hockey—CBC—Imperial Oil Co.
- 10.15—Wings Abroad—CBC.
- 10.30—Red River Barn Dance—CBC—H.B. Co.

What's Your Job?

In which we indicate some of the duties of the Public Relations Department. Future articles in this series will deal with other departments of CKY.

The question is frequently asked — "What is the function of the Public Relations Department?"—a question, incidentally, not easily answered in general terms. At CKY the Public Relations Department is responsible for the editing and publishing of "Manitoba Calling", the CKY-CKX magazine released monthly. Another important function of the Department is the handling of all mails, a task of no mean proportion when so many sponsors' premiums are offered to listeners.

Letters from listeners who write to register complaints or suggestions with regard to programmes or their type of presentation are given attention by the Public Relations Department, as are the many letters seeking information on a wide variety of subjects. These have included a request from an American writer, asking where he might find sale for his aeroplane; another asking if we could help to locate auto-license plates of some years previous to complete a collection. The war-effort has given rise to many letters seeking information about the disposition of various articles for donation,—parcels of silver-paper, etc., have been received, asking us to turn them over to the proper source. Money donations are frequently addressed to CKY, with a note asking that we direct the enclosure to the proper authorities. Along comes another letter asking if it is still permissible to cut up old tires for use as shoe-soles. Wherever possible the information is passed-on to the enquirer.

Studio tours, in which visitors are conducted through CKY's Studios, are arranged through Public Relations. In the case of parties or groups arrangements are made in advance, while individuals are conducted on tours at regular times throughout the day. Another phase of Public Relations work is the showing of the CKY motion-pictures, with an accompanying talk on Studio personnel and broadcast activities.



Top—Georgi Chase, of The Public Relations Department, using the Addressograph to get "Manitoba Calling" envelopes ready for mailing.

Lower—A group of students "watching the clock" during a studio tour.

Programme schedules are printed and mailed to their various destinations from Public Relations, including the daily radio-columns of the press. Publicity generally, relative to station, personnel and broadcasting originates, or goes through, the Department; a recent example being the CKX Brochure, published upon the opening of the new Brandon Studios.

In recent months we have had many enquiries from relatives or friends wishing to locate the whereabouts of someone in training in Canada. Where censorship regulations permit this information

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Falconry - "The Sport of Kings"

(Continued from page 5)

creasing circles to learn the direction of home; at about the time of release a tiercel (male) is unhooded but not cast off until the pigeon has about completed one circle of investigation. The jess is slipped and the falcon cast off with a gentle sweep of the arm; he mounts swiftly but does not see the pigeon because his eyes have not yet become accustomed to the light, and I have seen a falcon and pigeon pass at different altitudes without any apparent recognition on the part of the falcon.

The pigeon nearly always seems to have to complete three circles before going off in the straight for home. The best timing is to have the falcon prepare for pursuit just after the completion of the pigeon's second circle. If this happens, the falcon mounts at a great rate with vicious wing-strokes until it is from 300 to 600 feet above the quarry and starts actual pursuit as the pigeon has started off in the straight. The speed of both is terrific; as the falcon overtakes the pigeon and is nearly level but far above it, the falcon starts its "stoop". The head is pointed downward, tail closed and wings nearly so. Down, down he comes faster than seems possible with so little apparent effort but at the last moment the pigeon side-slips and turns back towards us. Having missed, the falcon is now some 200 feet below the pigeon and turns to recover height for another stoop. On they come to within a quarter of a mile of us when another stoop takes place; this time the aim was sure. At the moment of contact a puff of feathers leaves the pigeon, the falcon bounces fifty feet upward like a tennis ball while the pigeon hurtles 1,000 feet to earth.

The man on the white horse shakes the earth as he thunders off to the kill, blowing his whistle; the falcon circles leisurely down to the kill. The horseman dismounts, throws a lure near the pigeon while he whistles and the falcon hobbles clumsily to the lure and is picked up and given some meat; he is now hooded and returned to the tray. For

the next flight another falcon is employed.

Falcons have been timed at about 150 miles per hour during a stoop and before the days when we were used to aviation speeds this appeared to be breath-taking. Any of my readers may see peregrines during spring and autumn in the region of the plains around Rosser, Portage, Headingly, etc. Every year, for ten years, I have seen one or more toward the end of May near the Lake in the neighborhood of Gimli. Last year near Gimli I saw a gyrfalcon stoop at a flock of golden plover; it went right through the flock almost over my head, missed and flew on as the flock "exploded" in all directions. Plover are exceedingly fast but the falcon left them standing, relatively speaking. No one can ever forget a sight such as this. Another time at Headingly I watched a peregrine playing with some waders by stooping at them and making them dive and stay under water for some seconds; this he did four times. Later he mounted to about 1,500 feet and teased some Franklin gulls for about fifteen minutes.

The illustrations are of mounted specimens in the Museum of a gyrfalcon, a peregrine falcon and a goshawk. The tail of the peregrine is widely spread because he is supposed to be banking.



AN UNFORTUNATE "POSTSCRIPT"

A good story used to be told against the Director of Programmes. The microphone then in use had a switch on its supporting tripod which enabled the announcer on duty to switch off the moment an item finished, to prevent any impromptu remarks going out "on the air". On the occasion of an address by an eminent bishop, Mr. Burrows took charge of the studio. The bishop's address ended with the words: "And if we obey these laws, etc., etc., we shall all meet in Heaven."

Over anxious, he turned quickly and said: "I don't think I spoke too long, did I, Mr. Burrows?" Unfortunately Mr. Burrows' switch off coincided with the word "think".

ORIGINS OF PLACE NAMES

In previous issues of "Manitoba Calling" we have published the origins of Manitoba and Canadian Place-Names. This month we are dealing with Place-Names in the current news, and some of our neighboring States.

ALASKA—From a native Eskimo or Innuut word, meaning Great Country. The Capital is Juneau; the Territorial Flower, the Forget-Me-Not.

HAWAII—The English spelling of Owhyhee, where Captain Cook was killed in 1779 by natives. The Capital is Honolulu.

PHILIPPINES—Spanish "Islas Filipinas" discovered by Magellan in 1521, named in honour of Philip II of Spain by an expedition from Mexico. The Capital of the Philippines is Manila.

MINNESOTA—Sioux words, meaning "Sky-coloured water". The Capital is St. Paul; the State Flower, the Pink and White Mocassin Flower.

NORTH DAKOTA—"Dakota", a Sioux Indian word meaning "Union of Friends". "Koda" in Santee dialect and "Kola" in Teton dialect are root words. The Capital is Bismarck; the State Flower, the Wild Prairie Rose.

SOUTH DAKOTA—(See North Dakota above). The Capital is Pierre; the State Flower, the Pasque.

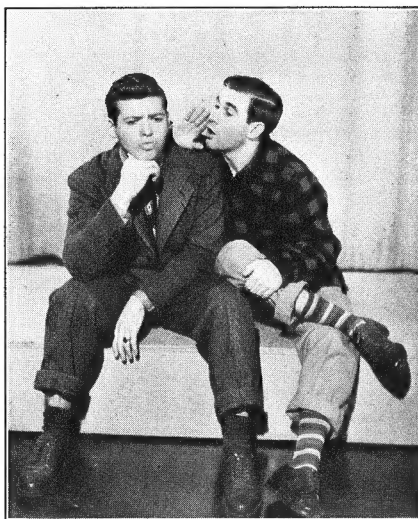


The Listener Writes

"Thank you for 'Manitoba Calling', I should like to mention how interesting I found the copy and the coloured portrait of Mr. Godsell (October issue) in Indian costume on the cover. . . ."—Watford, England.

"To us older people any reliable news, analyses and commentaries from reliable sources are appreciated more than anything. One can, of course, turn the radio off when programmes to which the listener objects are in progress, but its the loss of the valuable news that I feel."—Winnipeg.

THAT BREWSTER BOY



Some new skullduggery is being plotted by those master mischief-makers, Chuck and Joey, whose antics are dramatized on "That Brewster Boy", the comedy series heard on CKY Tuesday evenings at 7.00 p.m., presented by the makers of Quaker Oats. Billy Idelson (left) plays Chuck, and Eddie Firestone, Jr., has the role of irrepressible Joey Brewster.

In real life both boys are undergraduates, but to CKY listeners they have become lovable characters whose "real-boy" experiences provide respite from the cares of the day, and bring nostalgic memories of our own boyhood, with the problems that beset every generation of "Joeys and Chucks".



THE ISOLATIONIST

While I was on my survey I went to Daly Waters, where just one man was living all on his own. When he saw me he said, "This place is getting too darned civilized—you're the second man I've seen in a year, I'm clearing out." And he did, too.

(Talk by Lt. Commander
A. D. S. Murray)



What's Your Job ?

(Continued from page 13)

ation is supplied, though in many cases it must come from the military authorities. An instance of recent date was a letter received from a Scottish seaman who made port in Victoria for a brief stay, and who was anxious to get in touch with a sister living in Winnipeg. When he wrote to CKY it was to give her last known address, of some years previous, and the information that her husband had been an employee of a large Winnipeg firm. Through an unusual set of circumstances the long-parted brother and sister were put in touch with each other via telegraph.



A morning's mail at CKY

A happy sequel to our story was a visit to our Studios by the two persons concerned,—the brother having gained permission to fly to Winnipeg to spend a brief leave with his sister,—their first meeting in eighteen years. Needless to say the joy of that re-union was ample compensation for the part we were able to take in the episode.

This incident is not intended to encourage this Department as an investigation medium, but it does give an indication of the complexity of a branch of this business of broadcasting.

In these rambling remarks we have attempted to outline the duties of Public Relations, thinking that our listeners and readers might be interested in becoming better acquainted with the "back-stage" of a Radio Station.

★ ★ ★

"We know what a blessing radio is and I hope some day men will put all scientific knowledge to as good service—in the same spirit—for the good of all."
—Winnipeg.

ANNALS OF BROADCASTING

This is the first in a series of the month-by-month chronology of some of the outstanding events leading to present-day radio and communications.

The term "microphone" was coined in 1827 by Sir Charles Wheatstone as the name of an acoustic device he built to magnify feeble sounds.

In 1892 Sir William Crookes predicted wireless telegraphy without wires would soon be possible.

April, 1899—the first wireless call for assistance sent from steamer R. F. Mathews when it collided with a light-ship.

April, 1910—Marconi trans-Atlantic American-Europe service opened.

April, 1912—Wireless at sea responsible for saving 705 lives in Titanic disaster.

April, 1925 — Radio shadowgraphs demonstrated in London by Scottish television experimenter, John Logie Baird.

April, 1926—Picturegram of a check flashed by photoradio from London to New York.

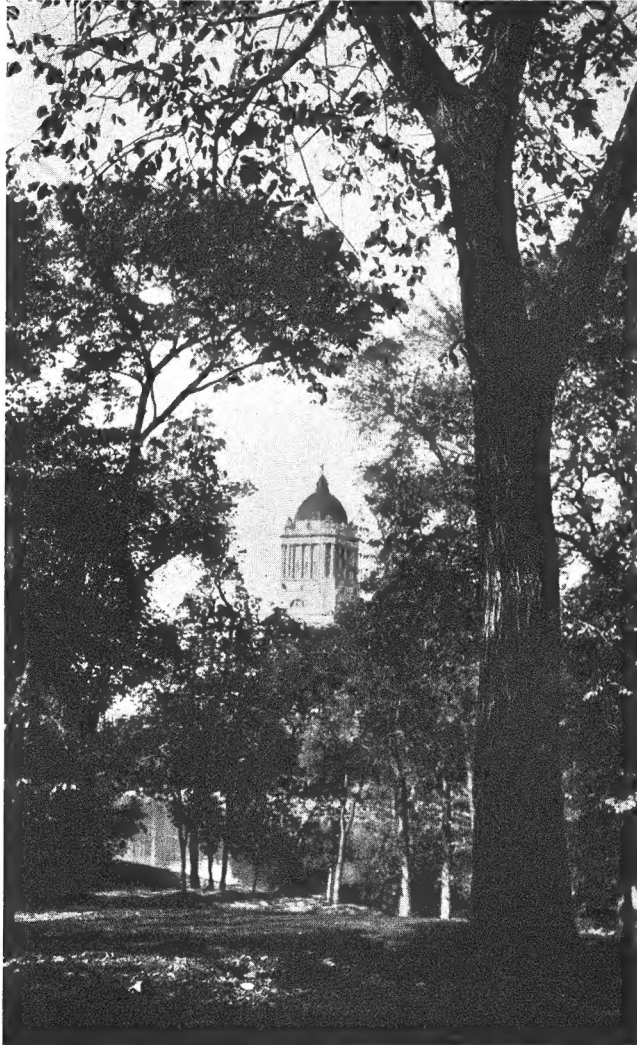
April, 1931—Television station went on the air in New York.

April, 1935 — President Roosevelt broadcast his seventh "fireside chat",—relief problems main topic.

April, 1936 — American Newspaper Publishers' Association drops fight on radio, concluding that functions of newspapers and radio are so closely allied that future welfare depends upon continuance of both media as "free institutions".

April, 1936—Outdoor television demonstrated by RCA at Camden, N.J. Broadcast on 6 meters over distance of one mile.

April, 1939—Congress recognizes radio on par with press, providing gallery facilities for radio reporters.



**Dome of the Manitoba Legislative Building
as seen through the trees**

CKX TRANSMITTER - BRANDON, MANITOBA

